

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: DEBORAH LAUCHNER, CHIEF FINANCIAL OFFICER, FINANCE
DEPARTMENT
KIM NADEAU, PARKING MANAGER,
FINANCE DEPARTMENT
SUBJECT: PARKING USER FEES EFFECTIVE DATES

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, 1) approve a September 1, 2017 effective date for the Low Wage Employee Permit; and 2) approve a January 1, 2018 effective date for the remainder of the Schedule of Parking User Fees, attached as Exhibit A.

EXECUTIVE SUMMARY

This item advances Council Goal 1.3 – Implement Parking District Economic Development Initiatives with recommendations to implement progressive parking strategies designed to improve access to parking spaces and maximize use of the parking inventory to promote economic growth in the downtown.

BACKGROUND

On June 6, 2017, the City Council approved the Schedule of Parking User Fees, attached as Exhibit A, to be effective January 8, 2018, based on recommendations from the parking study completed by Nelson/Nygaard Consulting Associates, Inc. regarding progressive parking strategies.

PRIOR CITY COUNCIL REVIEW

On March 14, 2017, the City Council conducted a Study Session to review findings and recommendations of the study completed by Nelson/Nygaard Consulting Associates, Inc. regarding progressive parking strategies and a Railroad Square parking management plan.

On May 10, 2016, the City awarded a contract to Nelson/Nygaard Consulting Associates, Inc. to develop a parking management plan for Railroad Square and progressive parking strategies for the entire downtown area.

ANALYSIS

The community has expressed interest in implementing the low wage employee permit program earlier than January 2018. This resolution proposes the low wage employee permit become effective September 1, 2017 in order to address the immediate need for affordable parking for low wage employees.

Staff is working on the implementation of the parking program changes that were approved by Council on June 6, 2017. Parking permits are issued and billed on a monthly basis. For operational efficiency, staff is requesting that the remainder of the parking user fee changes be implemented on January 1, 2018, rather than January 8, 2018. This will eliminate the need for pro-rated billing. The January 1st effective date will also be useful in the future as data is analyzed on a full month period, and will ease comparison of month over month trends.

FISCAL IMPACT

A September 1, 2017 effective date for the discounted low wage employee permit is expected to result in a revenue increase to the Parking Fund of \$12,400, based on 100 permits sold in September through December 2017. A nominal fiscal impact to the Parking Fund is expected from the change of effective date from January 8, 2018 to January 1, 2018 for the remainder of the fee changes. Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On July 10, 2017, a review of the progressive parking implementation was reviewed at the Economic Development subcommittee. A request was received for faster implementation of the discounted low wage employee permit, which was supported by the Council members present.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A Schedule of Parking User Fees

CONTACT

PARKING USER FEES EFFECTIVE DATE
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Kim Nadeau, Parking Manager, Finance Department, knadeau@srcity.org, 707-543-3464